

IN THE CLAIMS

1. (currently amended) A display rack for displaying at least one blister package, said display rack comprising:

a first elongated member comprising a first end, a second end, and a channel extending ~~therebetween~~ there between;

a second elongated member comprising a first end, a second end, and a channel extending ~~therebetween~~ there between; and

a siderail extending substantially perpendicularly between said first and second elongated member first ends such that said first elongated member channel substantially mirrors said second elongated member channel such that a display area is defined between said first and second elongated member channels, said first elongated member spaced a distance from said second elongated member such said display area is ~~sized~~ configured to receive at least ~~one~~ two blister ~~package~~ packages therein such that ~~the at least one~~ each blister package is retained within said display area by said first and second elongated members, such that adjacent blister packages partially overlap within said first and second member channels.

2. (original) A display rack in accordance with Claim 1 further comprising a mounting bracket configured to be coupled to a support structure, at least one of said first and said second elongated members is removably coupled to said mounting bracket.

3. (original) A display rack in accordance with Claim 1 further comprising a mounting bracket configured to be coupled to a support structure, said first and second elongated members suspended from said mounting bracket.

4. (currently amended) A display rack in accordance with ~~Claim 4~~ Claim 2 wherein said siderail comprises a first end, a second end, and a channel extending ~~therebetween~~ there between, said siderail channel for coupling said first and second elongated members to said mounting bracket.

5. (currently amended) A display rack in accordance with Claim 1 further comprising a mounting bracket configured to be coupled to a support structure, said mounting bracket comprising a first end, a second end, and a channel extending ~~therebetween~~ there between, said channel for coupling at least one of said first elongated member and said second elongated member to said support structure.

6. (original) A display rack in accordance with Claim 1 wherein said first and second elongated members each comprise a rear surface and a front surface, each said rear surface is substantially planar between said first and second ends.

7. (canceled)

8. (original) A display rack in accordance with Claim 1 further comprising a support member extending substantially perpendicularly between said first and second elongated member second ends.

9. (original) A display rack in accordance with Claim 1 wherein said first and second elongated members are each fabricated from a metallic material.

10. (currently amended) A display rack assembly for displaying at least one blister package, said display rack assembly comprising at least one pair of opposed elongated members coupled together by a first support member that extends between adjacent ends of said pair of elongated members, and a second support member that extends between adjacent opposite ends of said elongated members, each of said elongated members comprises an outer surface, an inner surface, and a channel extending therebetween, each said channel extends from said first support member at least partially towards said opposite ends of each respective said elongated member, said pair of elongated members are spaced apart such that a display area is defined between said pair of elongated members, said display area is sized configured to receive at least ~~one~~ two blister ~~package~~ packages therein such that opposite sides of each blister package are slidably coupled within said pair of elongated member channels, and such that adjacent blister packages partially overlap within said first and second member channels.

11. (original) A display rack assembly in accordance with Claim 10 further comprising a mounting means for securing said rack assembly to a support structure.

12. (original) A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, at least a portion of said mounting apparatus having a hook-shaped cross-sectional profile.

13. (currently amended) A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, said mounting apparatus comprising a first end, a second end, and a channel extending at least partially ~~therebetween~~ there between.

14. (original) A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, said pair of elongated members configured to be removably coupled to the support structure through said mounting apparatus.

15. (original) A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, said pair of elongated members are configured to be suspended from said mounting apparatus.

16. (original) A display rack assembly in accordance with Claim 10 further comprising a mounting apparatus for securing said rack assembly to a support structure, at least one of said pair of elongated members are configured to be suspended from said mounting apparatus.

17. (currently amended) A display rack assembly in accordance with Claim 10 wherein at least one of said first support member and said second support member comprises a channel extending axially ~~therebetween~~ there between between a first end and a second end of said respective support member.

18. (original) A display rack assembly in accordance with Claim 10 wherein at least one of said first support member and said second support member extends substantially perpendicularly between said pair of elongated members.

19. (original) A display rack assembly in accordance with Claim 10 wherein at least one of said first support member, said second support member, and said pair of elongated members is fabricated from a metallic material.

20. (currently amended) A method of displaying blister packages within a display rack, said method comprising:

coupling a first elongated member to a support member, wherein the first elongated member includes a first end, a second end, and a channel extending from the first end at least partially towards the second end;

positioning a second elongated member adjacent the support member, wherein the second elongated member includes a first end, a second end, and a channel extending from the first end at least partially towards the second end;

coupling the second elongated member to the support member such that the channel defined within the second elongated member substantially mirrors that of the first elongated member;

coupling the assembly to a support structure; and

slidably coupling at least ~~one~~ two blister ~~package~~ packages into a display area defined between the opposed channels such that opposite sides of the each blister package are received within the channels for retention within the display rack and such that adjacent blister packages partially overlap within the first and second member channels.

21. (original) A method in accordance with Claim 20 wherein coupling the assembly to a support structure further comprises suspending the assembly from the support structure.

22. (currently amended) A method in accordance with ~~Claim-22~~ Claim 21 wherein suspending the assembly from the support structure further comprises removably coupling at least one of the support structure, the first elongated member, and the second elongated member to a mounting bracket.

23. (original) A method in accordance with Claim 20 wherein coupling the second elongated member to the support member further comprises coupling the second elongated

member to the support member such that the support member extends substantially parallel between the first and second elongated members.